TOC250 "882,9860

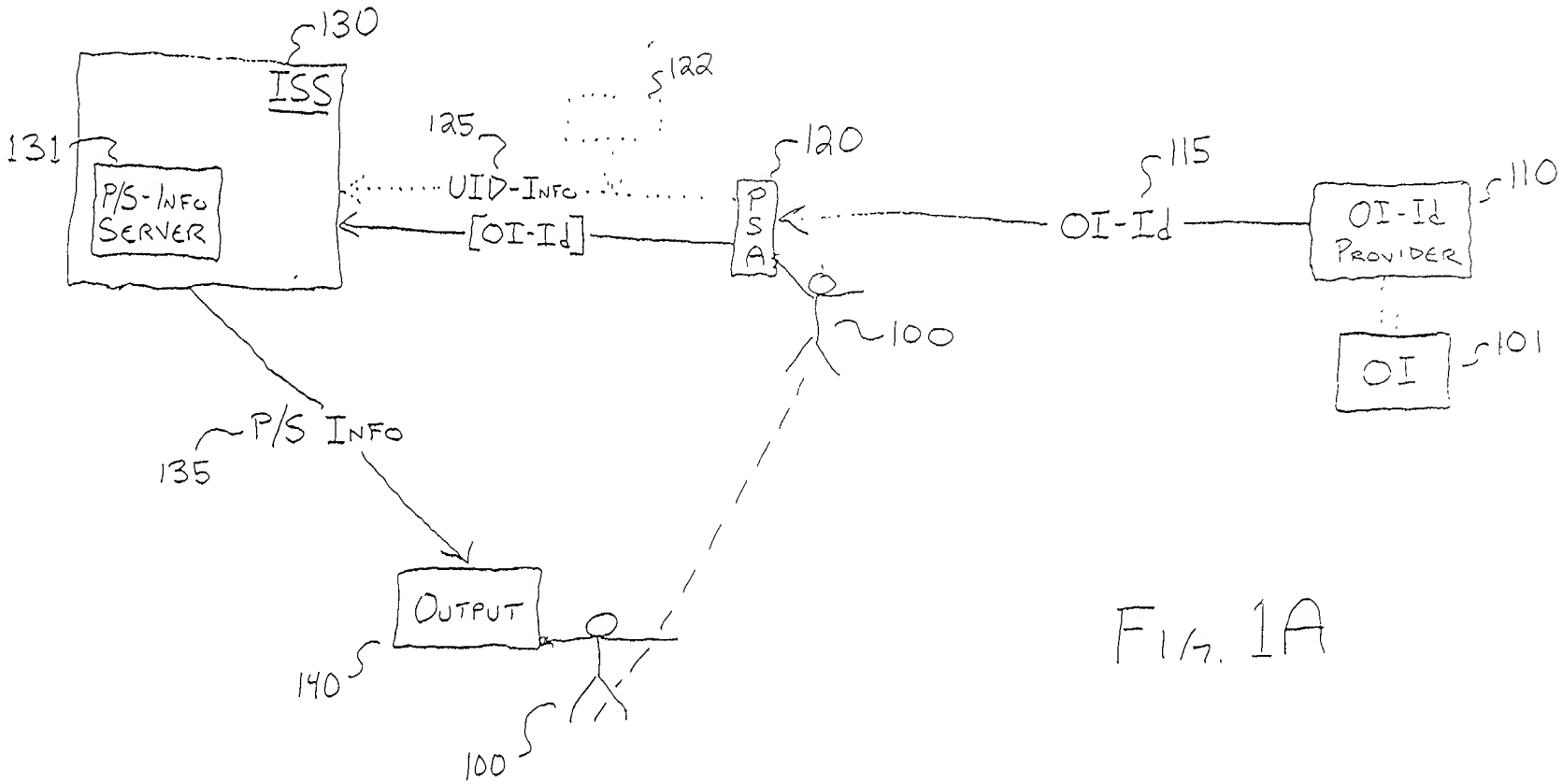


FIG. 1A

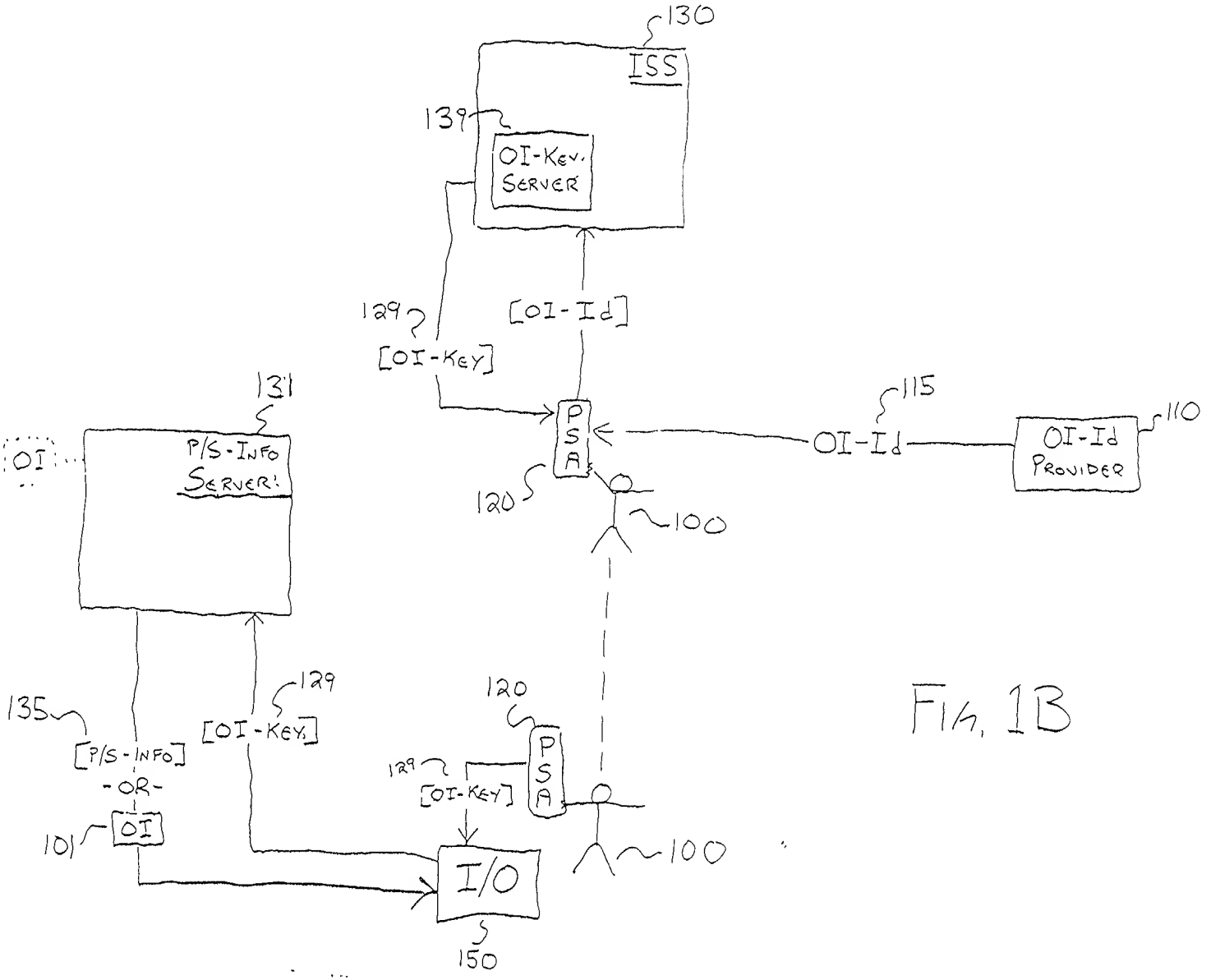
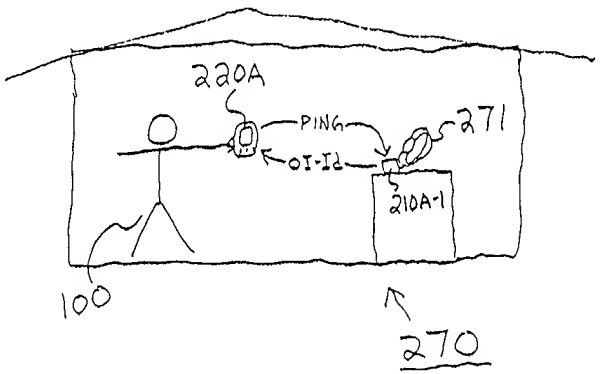

130
ISS
139
OI-Key. SERVER
129
[OI-KEY]
[OI-Id]
131
OI
P/S-INFO SERVER
PSA
120
115
OI-Id
OI-Id PROVIDER
110
100
135
[P/S-INFO]
-OR-
101
OI
[OI-KEY]
129
120
PSA
129
[OI-KEY]
100
I/O
150

FIG. 1B


220A
PING
271
ID-ID
210A-1
100
270

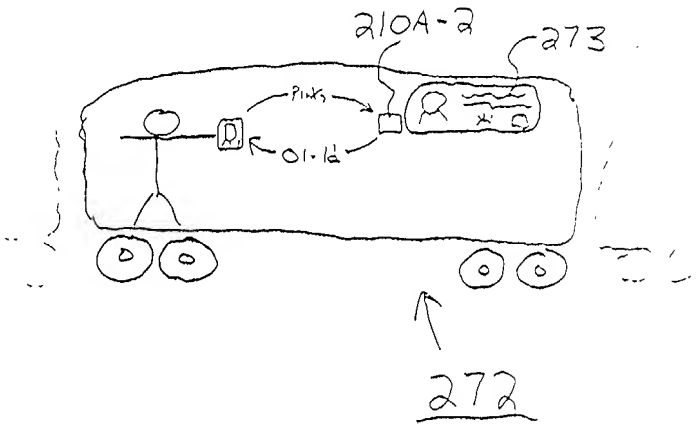
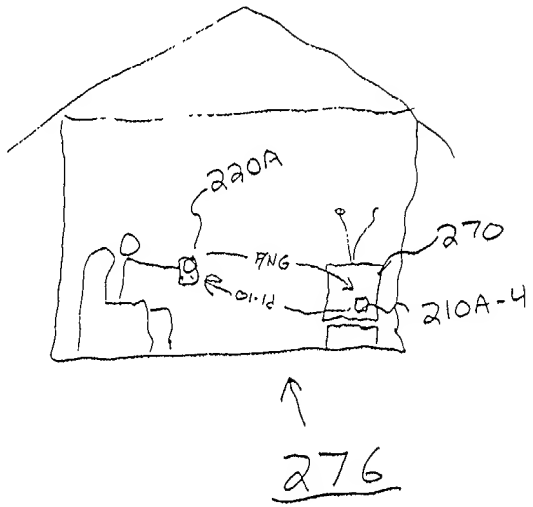
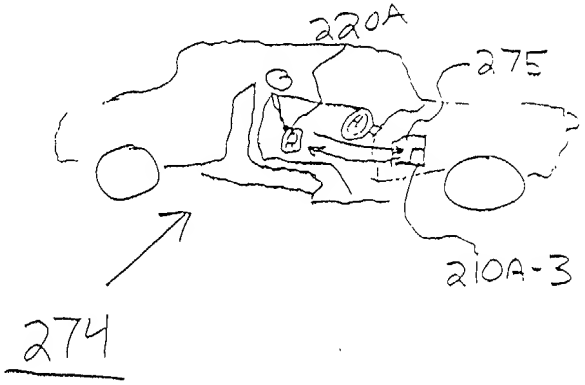

210A-2
273
PING
ID-ID
272

Fig. 2A


220A
270
PING
ID-ID
210A-4
276


220A
275
210A-3
274

T06250-8827980

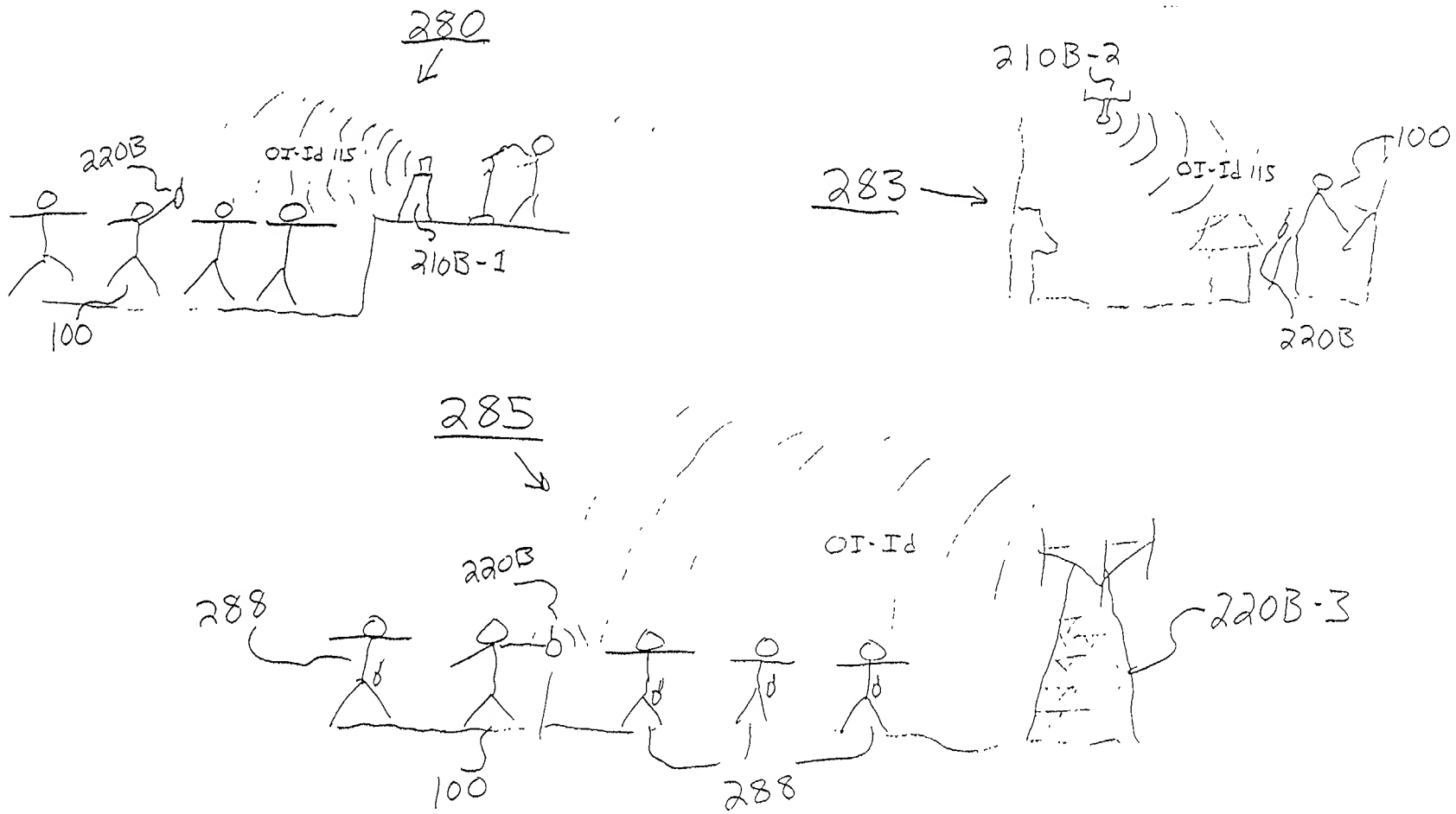
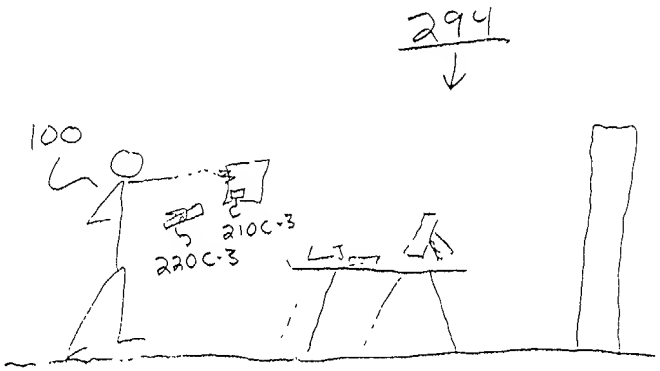


FIG. 2B

TOC250 "88279860

FIG. 2C



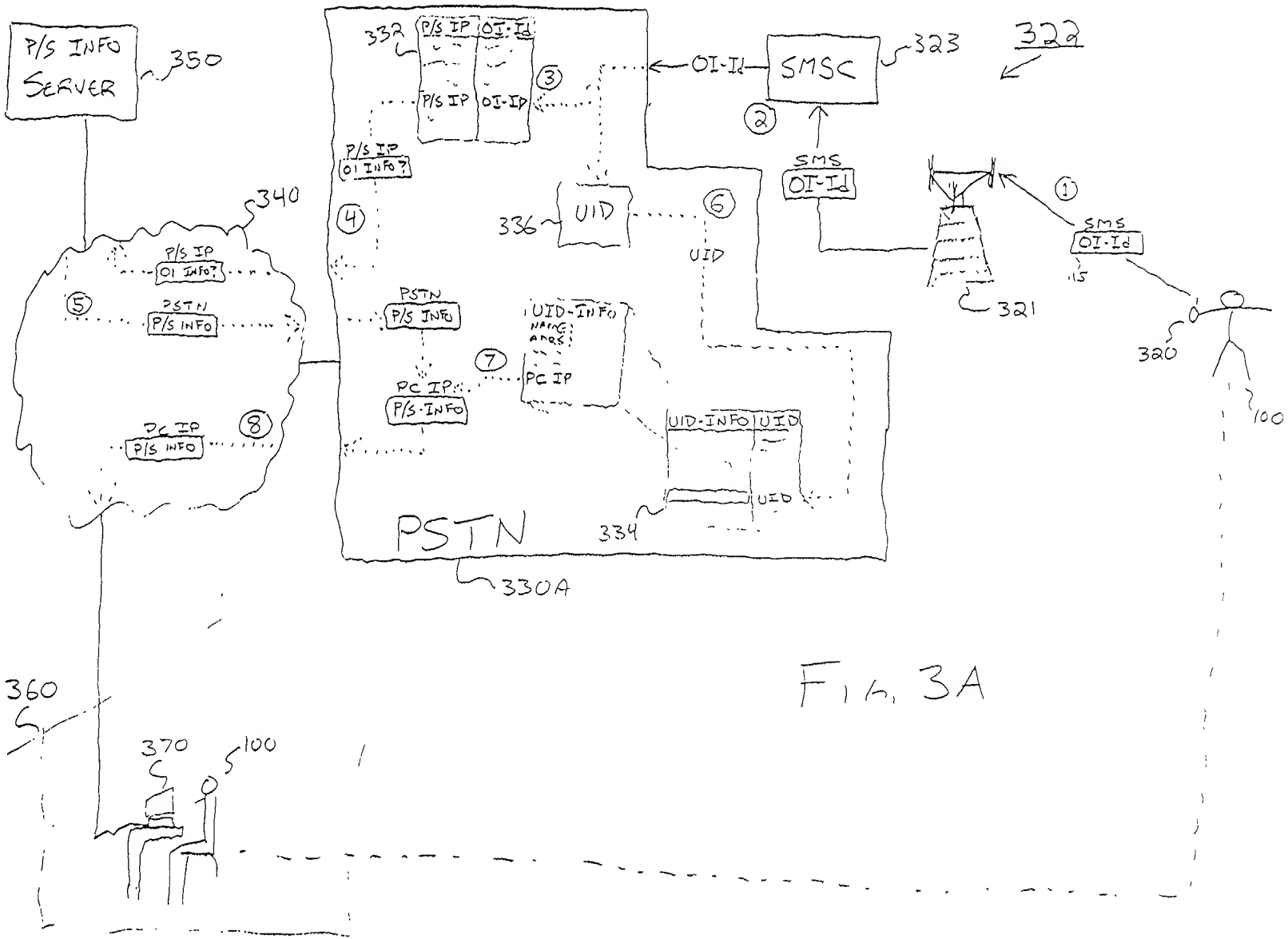

P/S INFO SERVER
350
332
P/S IP
OI-Id
P/S IP
OI-IP
OI-Id
SMSC
323
322
SMS
OI-Id
P/S IP
OI INFO?
340
UID
336
UID
PSTN
P/S INFO
UID-INFO
NAME ADRS
PC IP
PC IP
P/S INFO
UID-INFO
UID
UID
PSTN
334
330A
321
SMS
OI-Id
320
100
360
370
100

FIG. 3A

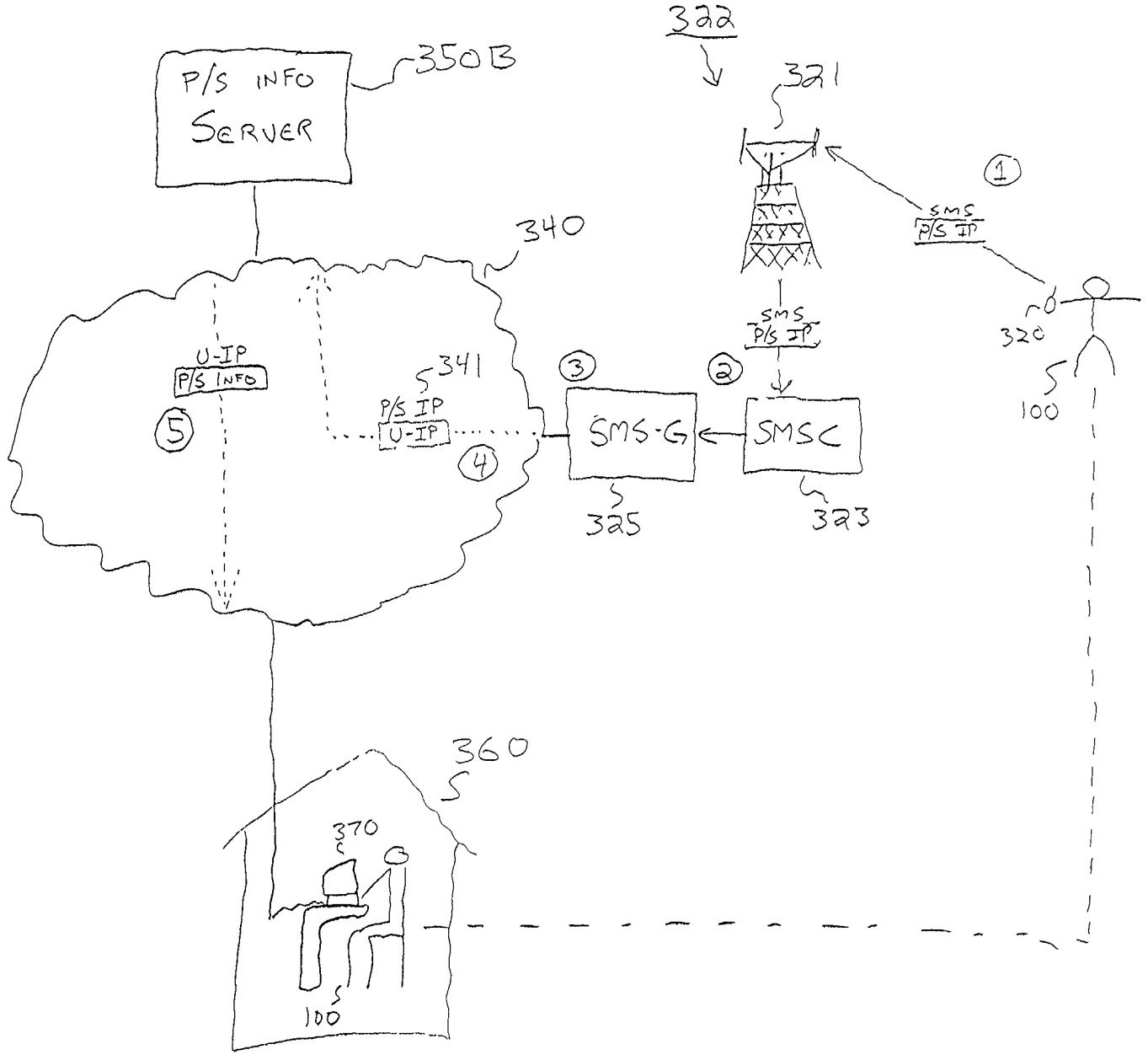

322
321
P/S INFO SERVER
350B
340
1
SMS P/S IP
SMS P/S IP
320
100
U-IP P/S INFO
341
P/S IP U-IP
3
2
5
4
SMS-G
SMSC
325
323
360
370
100

FIG. 3B

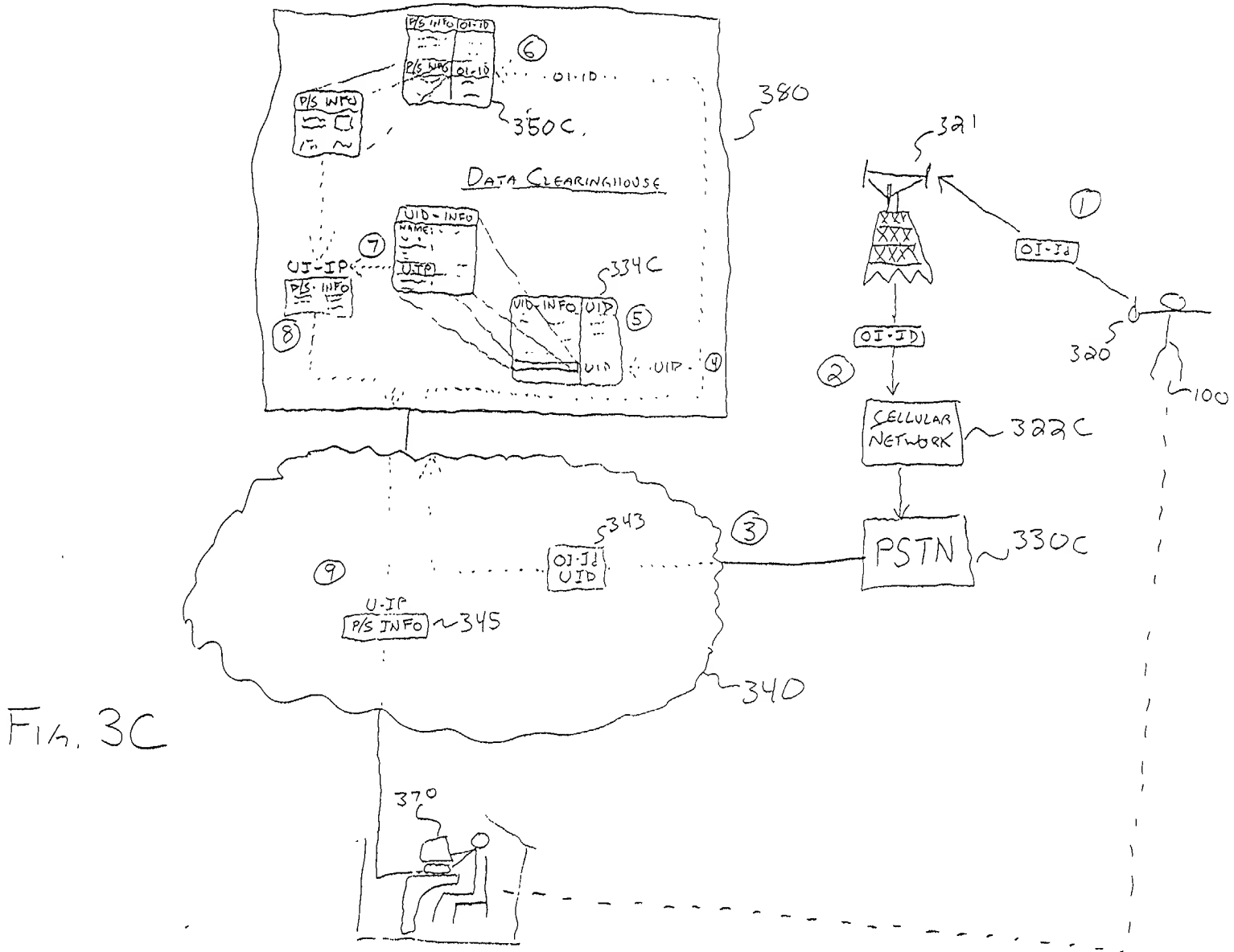

P/S INFO
OI-ID
P/S INFO
OI-ID
6
OI-ID
350C
380
DATA CLEARINGHOUSE
UID-INFO
NAME:
UID
7
UI-IP
P/S INFO
8
334C
UID-INFO
UID
5
UID
UID
4
321
1
OI-ID
OI-ID
2
320
100
CELLULAR NETWORK
322C
3
PSTN
330C
343
9
OI-ID
UID
U-IP
P/S INFO
345
340
370

FIG. 3C

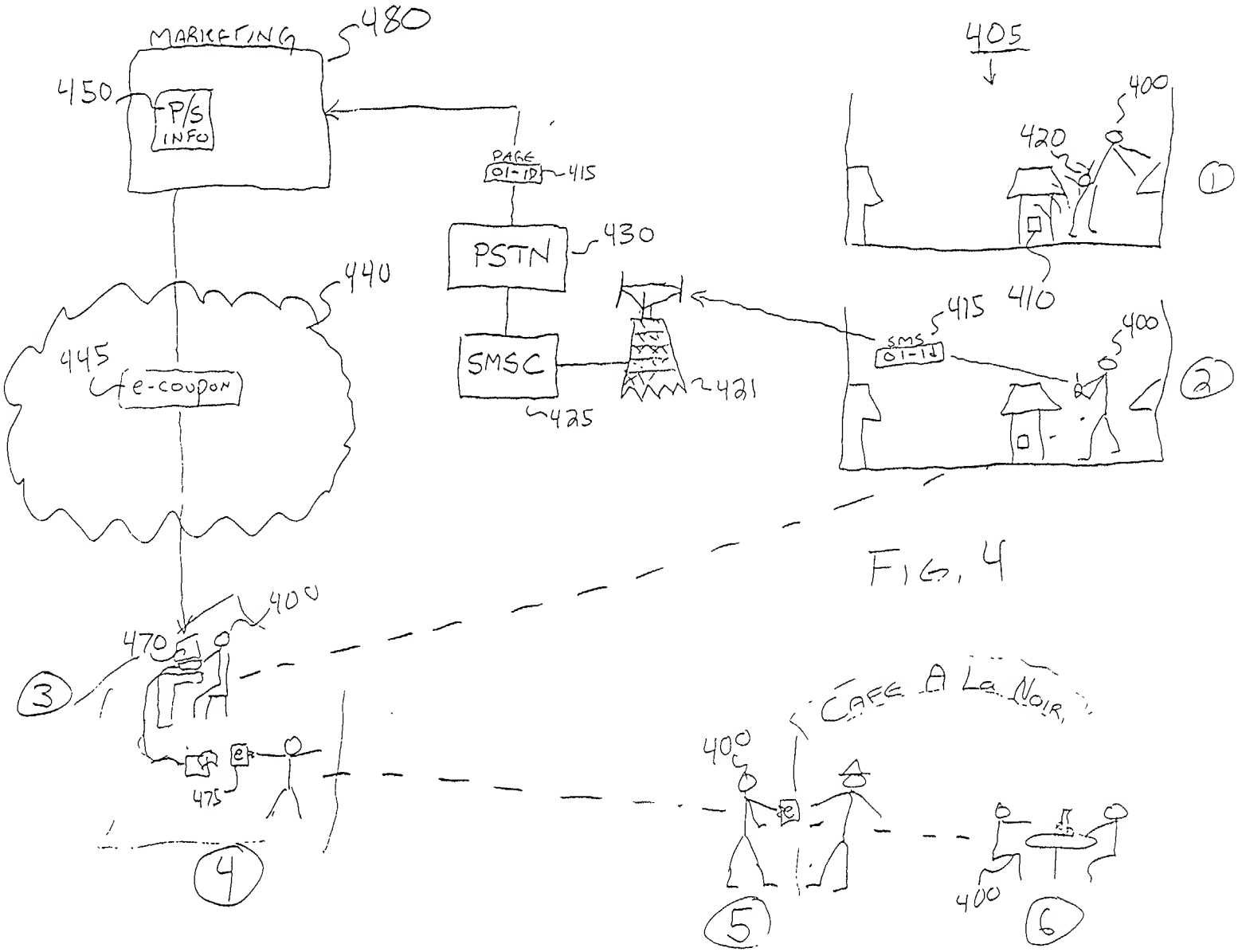

MARKETING
480
450
P/S INFO
PAGE ID
415
PSTN
430
440
445
e-COUPON
SMSC
425
421
405
400
420
1
410
SMS ID
415
2
470
3
475
4
CAFE A La NOIR
5
6

FIG. 4

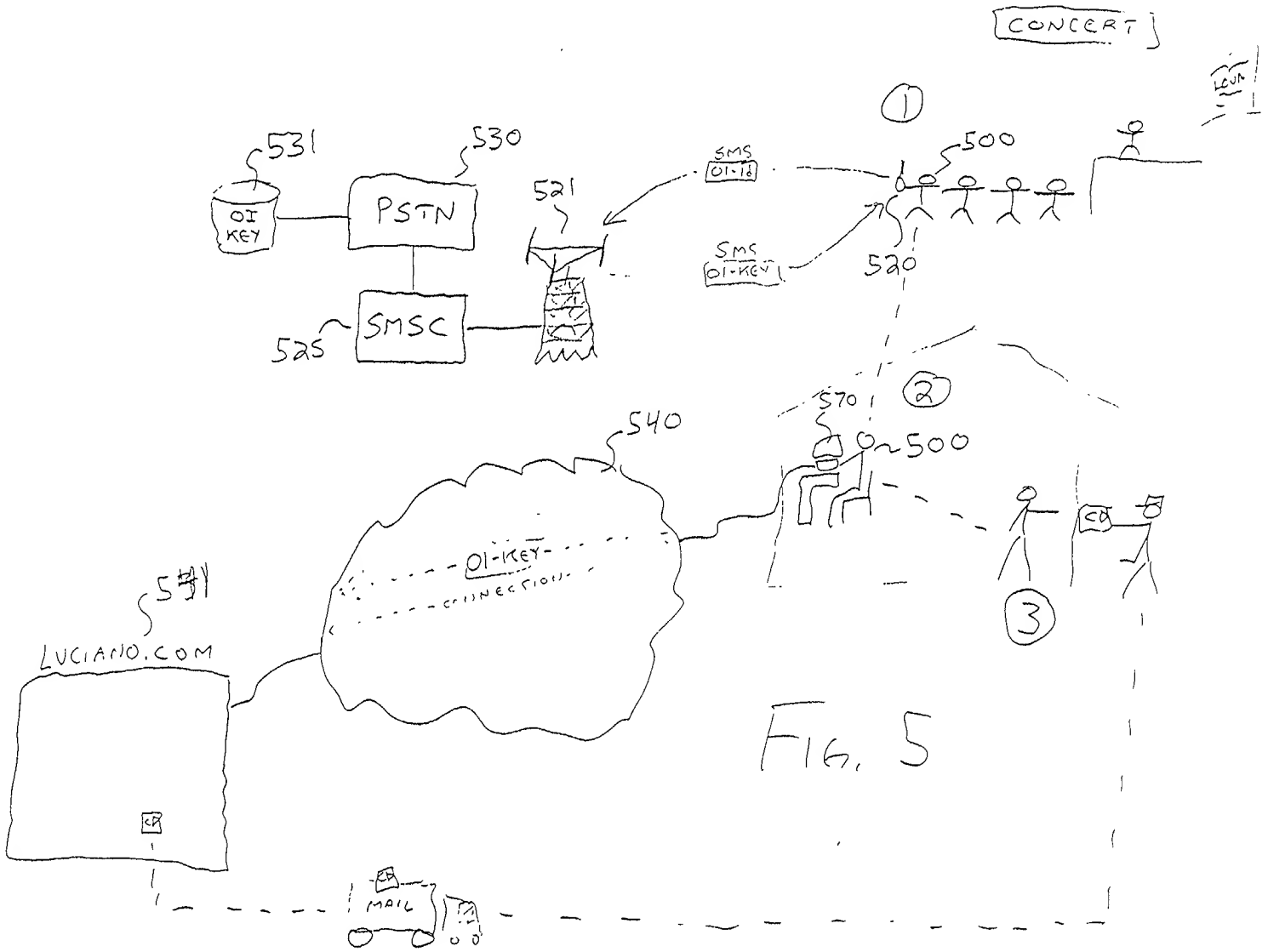

CONCERT
LOUD
1
500
SMS
01-Id
SMS
01-KEY
520
521
530
531
OI KEY
PSTN
SMSC
525
2
570
500
540
01-KEY
CONNECTION
541
LUCIANO.COM
3
MAIL

FIG. 5

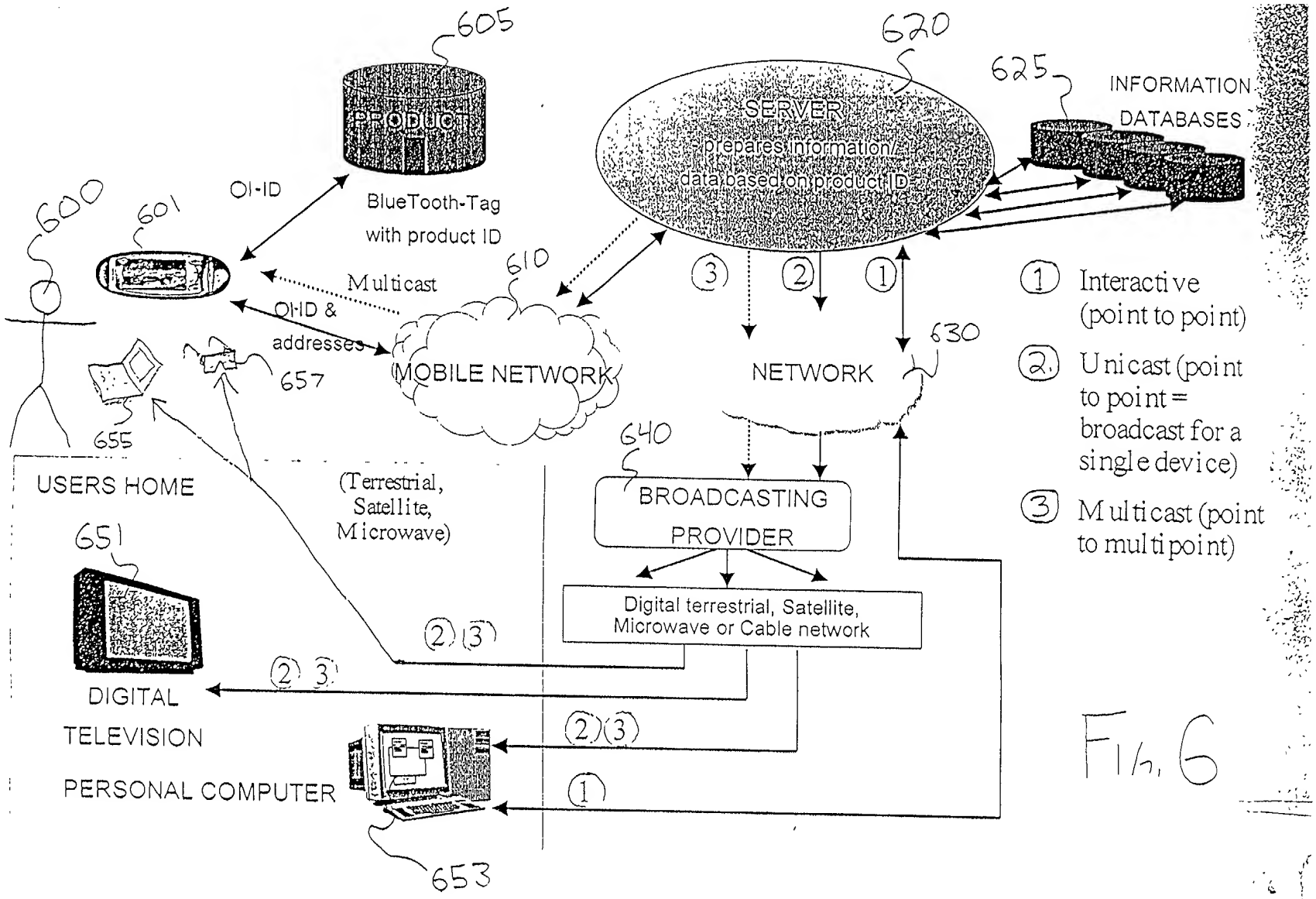

605
PRODUCT
620
SERVER
prepares information/ data based on product ID
625
INFORMATION DATABASES
600
601
OI-ID
BlueTooth-Tag with product ID
610
Multicast
OI-ID & addresses
MOBILE NETWORK
NETWORK
630
657
655
USERS HOME
(Terrestrial, Satellite, Microwave)
640
BROADCASTING PROVIDER
Digital terrestrial, Satellite, Microwave or Cable network
651
DIGITAL TELEVISION
PERSONAL COMPUTER
653
1 Interactive (point to point)
2 Unicast (point to point = broadcast for a single device)
3 Multicast (point to multipoint)

Fig. 6

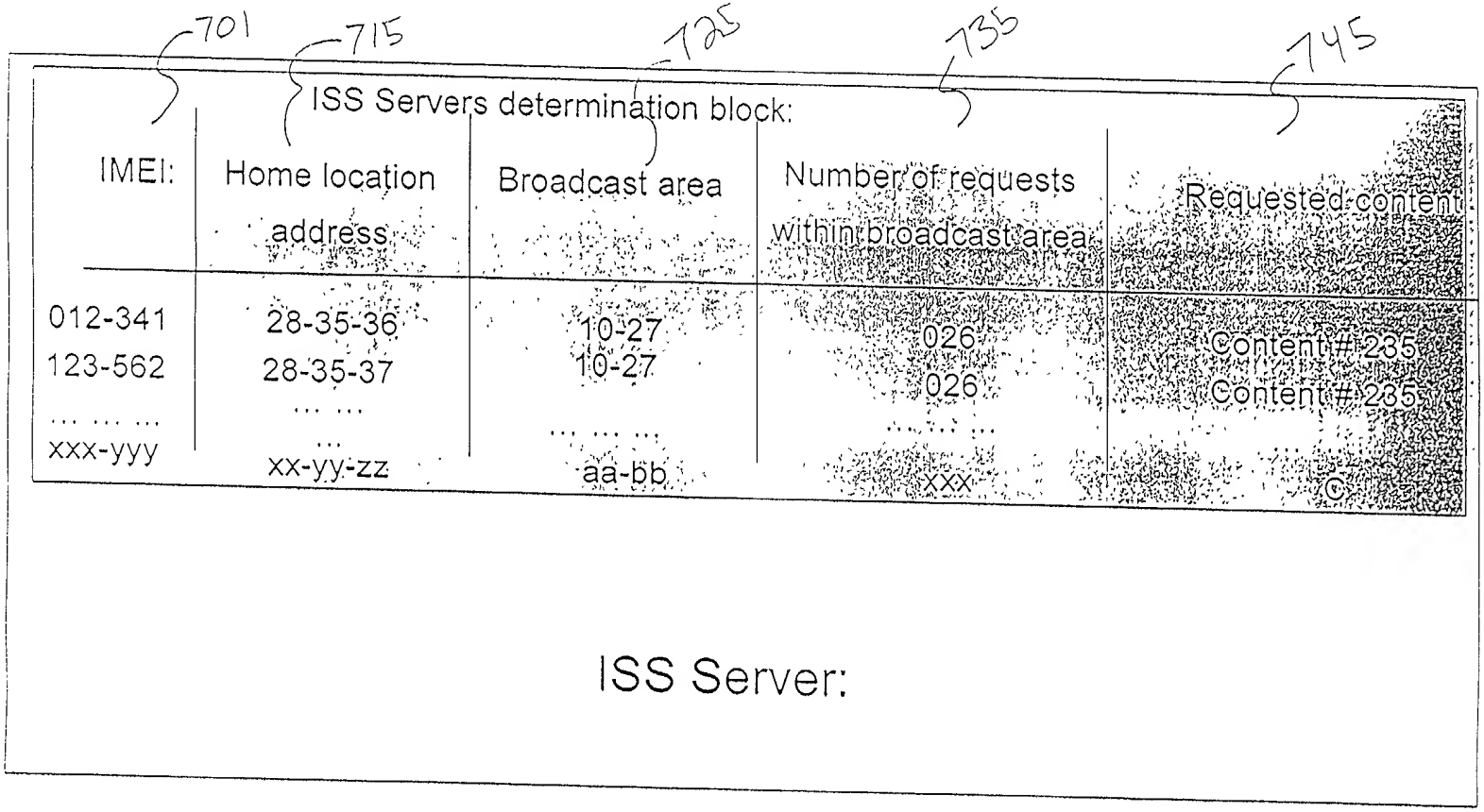

701
715
725
735
745
ISS Servers determination block:
IMEI:
Home location address
Broadcast area
Number of requests within broadcast area
Requested content
012-341
28-35-36
10-27
026
Content#235
123-562
28-35-37
10-27
026
Content#235
xxx-yyy
xx-yy-zz
aa-bb
xxx
©
ISS Server:

Fig. 7